



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Buchanan
Puerto Rico**

BRIEFING OUTLINE

Fort Buchanan

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

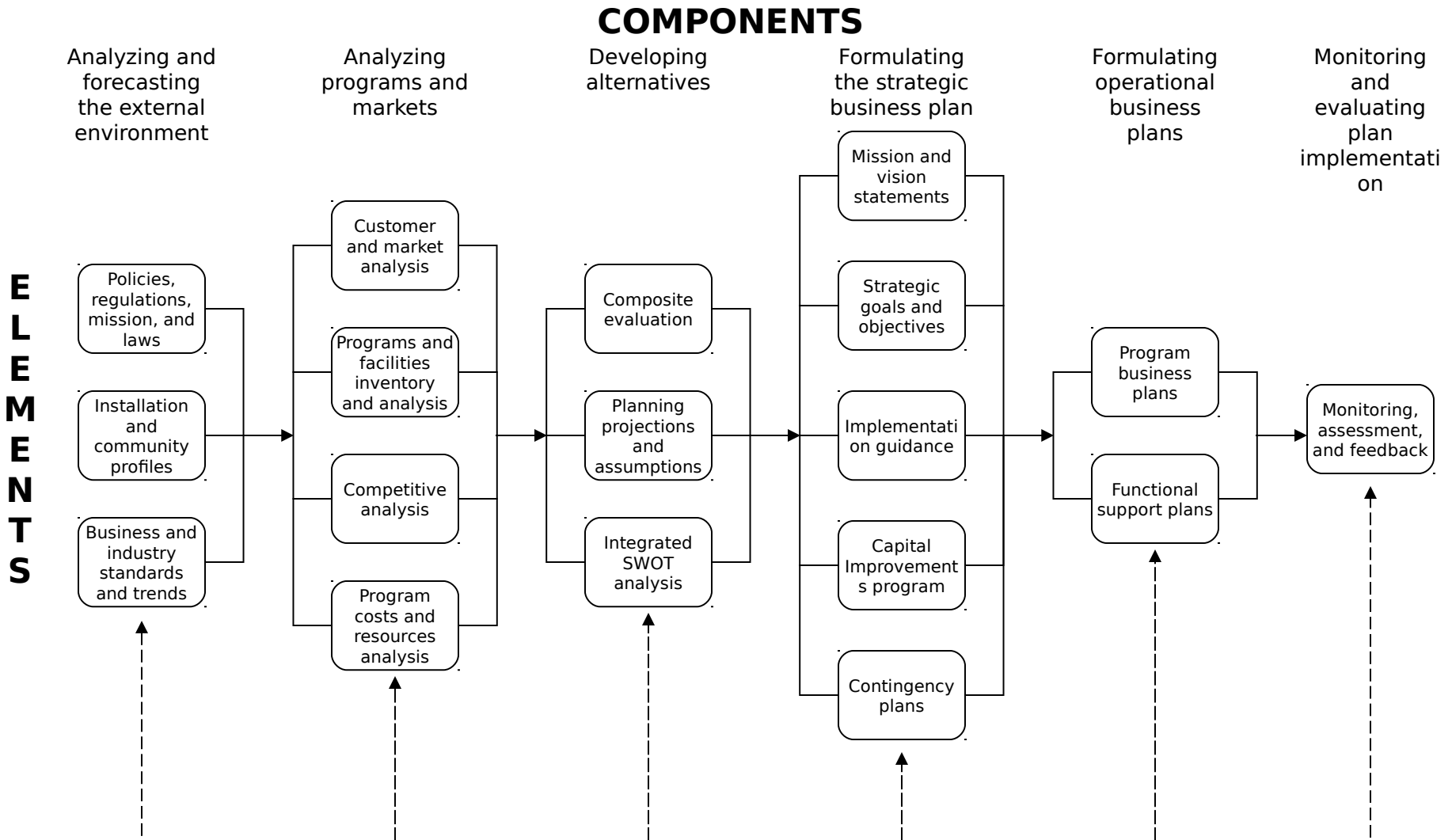
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 3,099 surveys were distributed at Fort Buchanan



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Buchanan:					
Active Duty	2,771	978	119	12.17 %	±8.79%
Spouses of Active Duty	736	528	47	8.90 %	±13.83%
Civilian Employees	2,355	522	271	51.92 %	±5.60%
Retirees	3,611	1,071	279	26.05 %	±5.64%
Total	9,473	3,099	716	23.10 %	±3.52%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

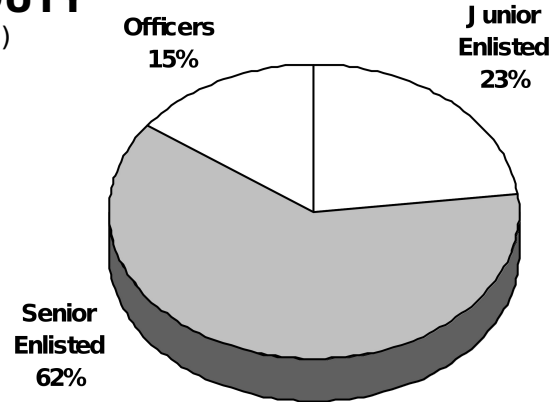
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

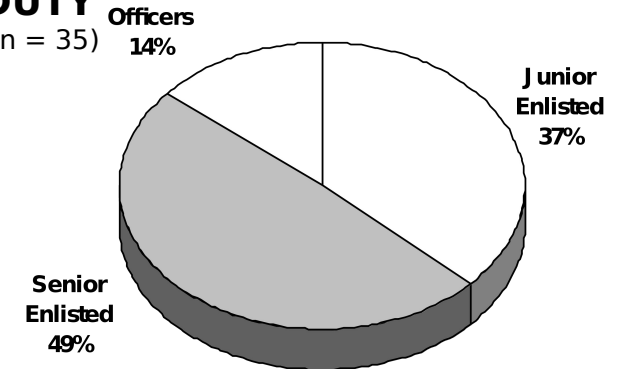
ACTIVE DUTY

(n = 112)



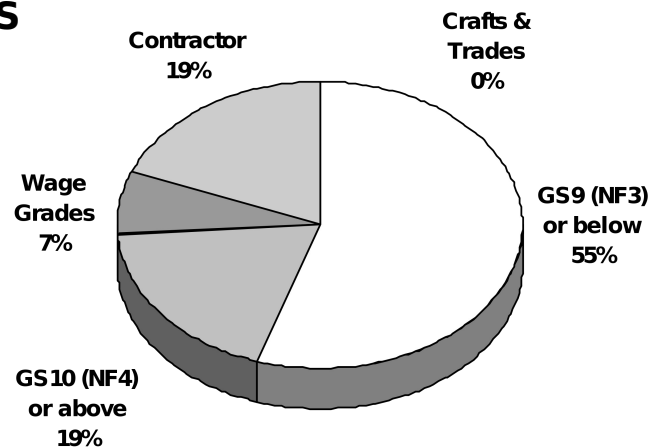
SPOUSES OF ACTIVE DUTY

(n = 35)



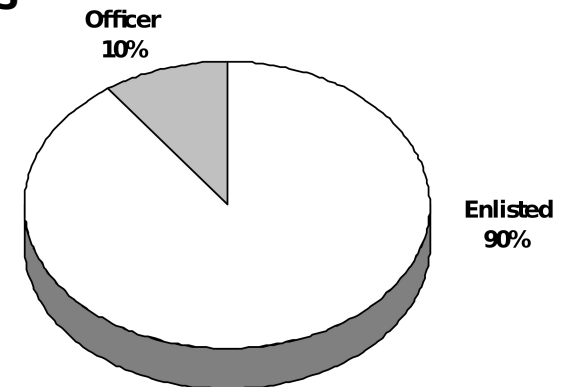
CIVILIANS

(n = 254)



RETIREEES

(n = 141)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT BUCHANAN

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	58%
Bowling Food & Beverage	57%
Library	48%
Bowling Center	45%
Golf Course Food & Beverage	41%

LEAST FREQUENTLY USED FACILITIES

BOSS	7%
School Age Services	10%
Golf Course Pro Shop	11%
Child Development Center	11%
Golf Course	13%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT BUCHANAN*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Army Lodging	4.39
Library	4.39
Automotive Skills	4.31
Fitness Center/Gymnasium	4.27
Bowling Food & Beverage	4.27

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.77
School Age Services	3.87
Athletic Fields	3.89
Bowling Pro Shop	3.93
Golf Course Pro Shop	3.95

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT BUCHANAN*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Army Lodging	4.35
Bowling Food & Beverage	4.08
Library	4.05
Child Development Center	3.98
Fitness Center/Gymnasium	3.96

FACILITIES WITH LOWEST QUALITY RATINGS*

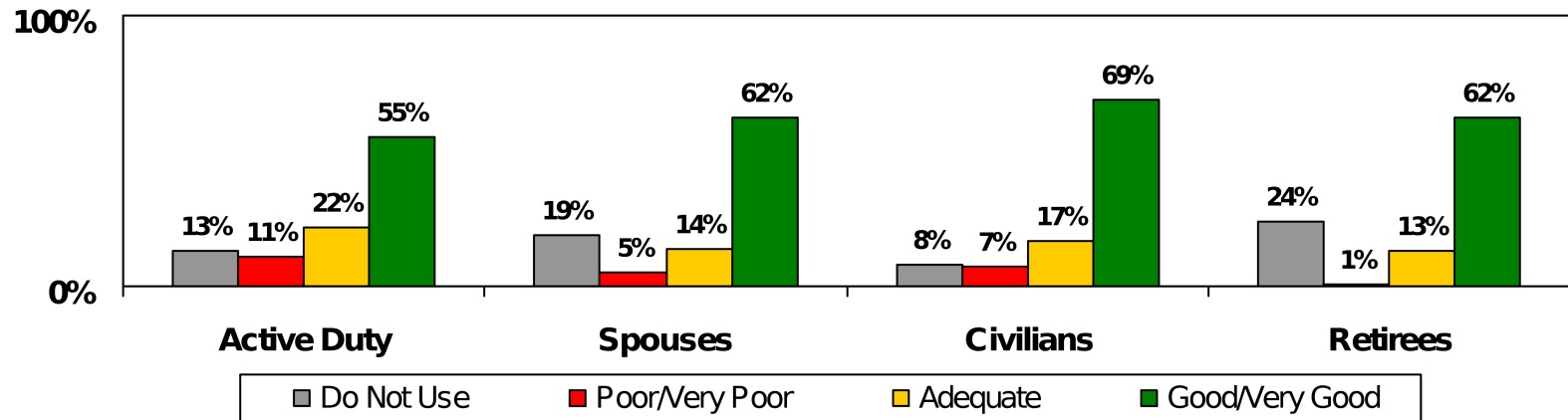
Athletic Fields	3.62
Multipurpose Sports/Tennis Courts	3.69
Golf Course	3.79
Post Picnic Area	3.80
Golf Course Pro Shop	3.82

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

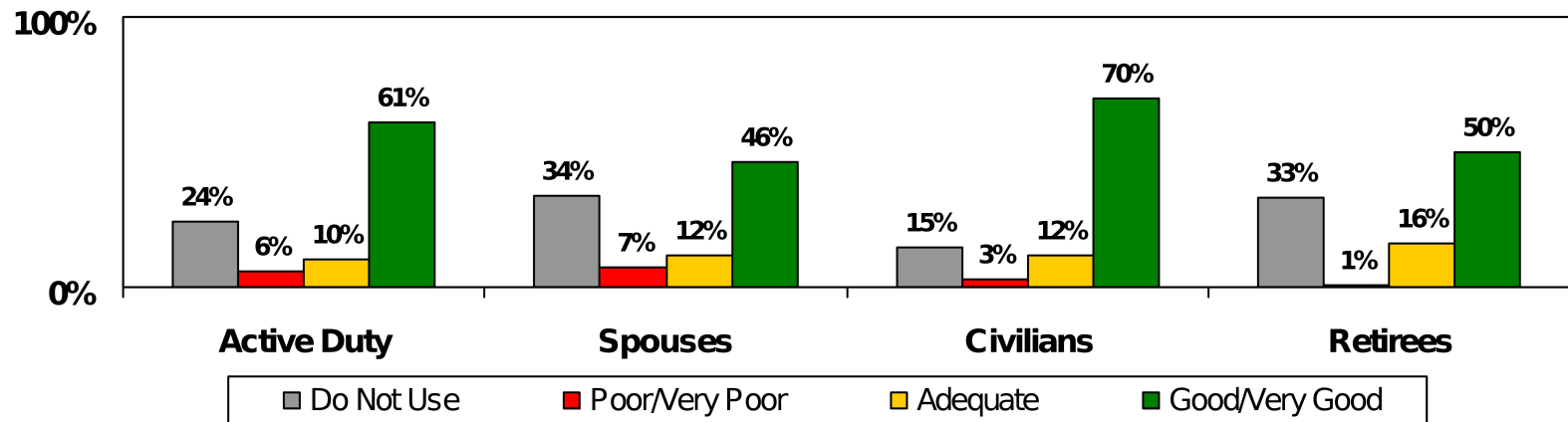
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



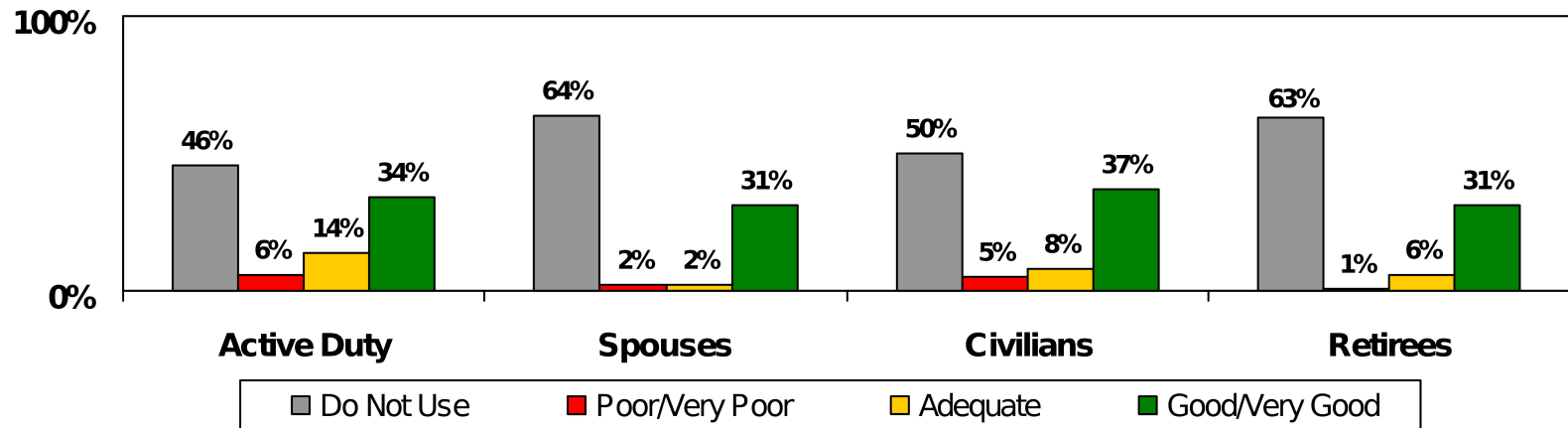
Quality of Off-Post Services



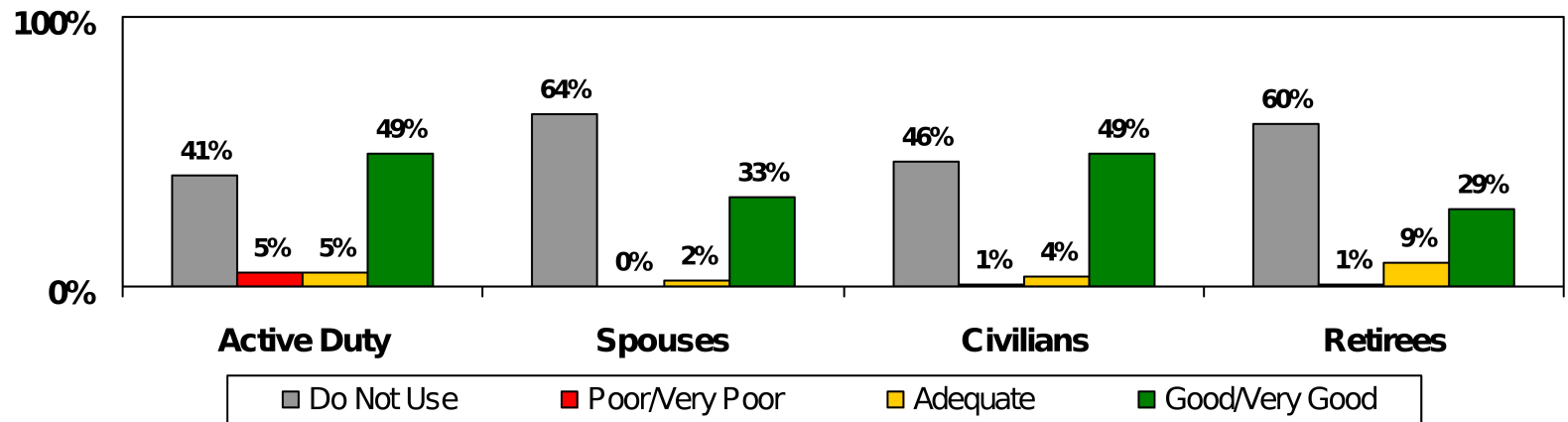
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



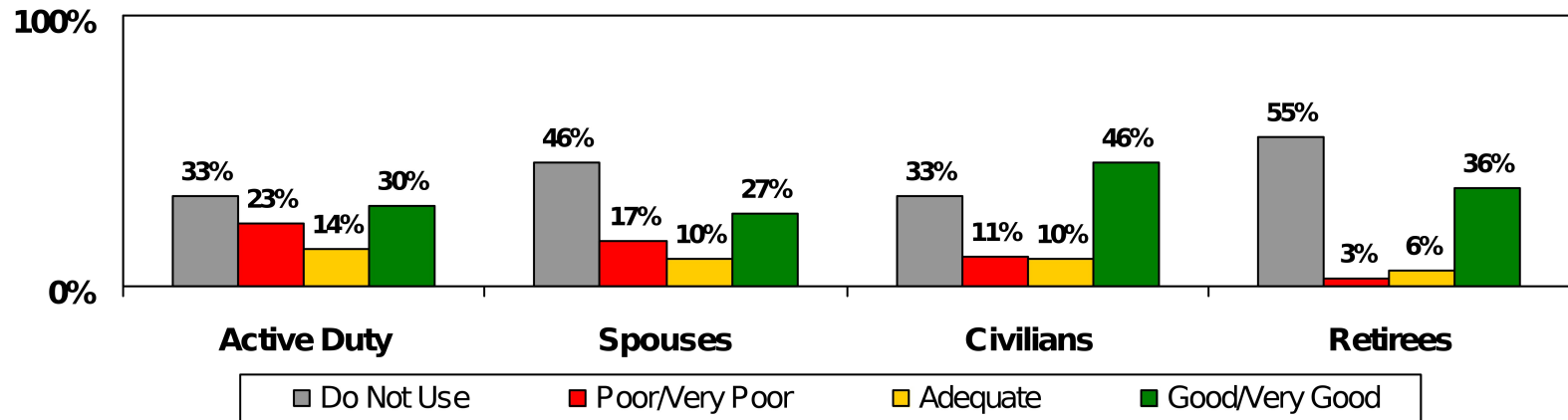
Quality of Off-Post Services



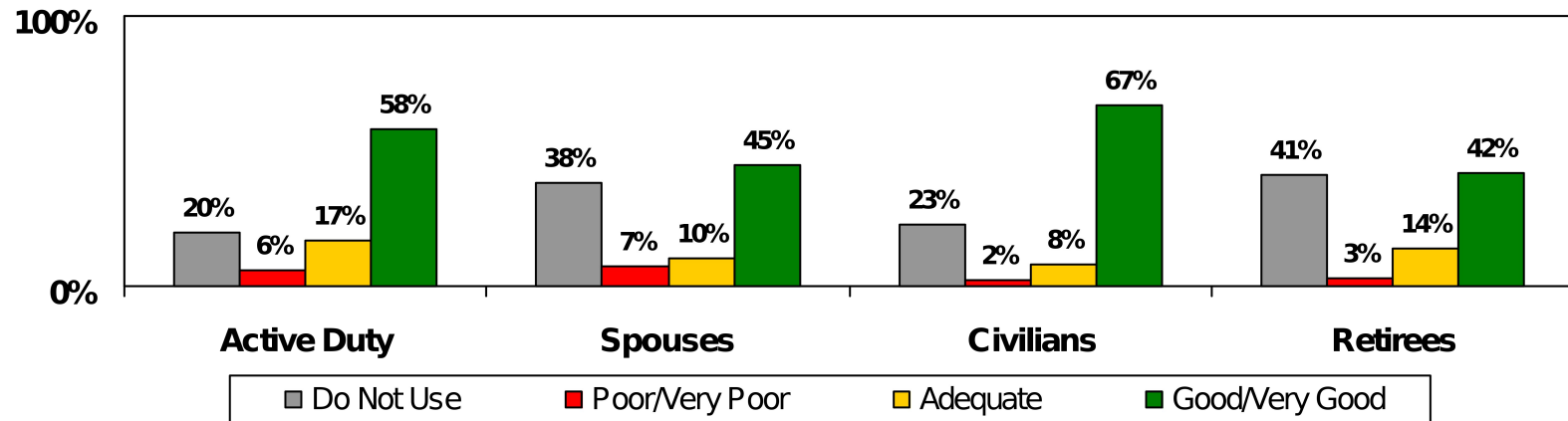
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

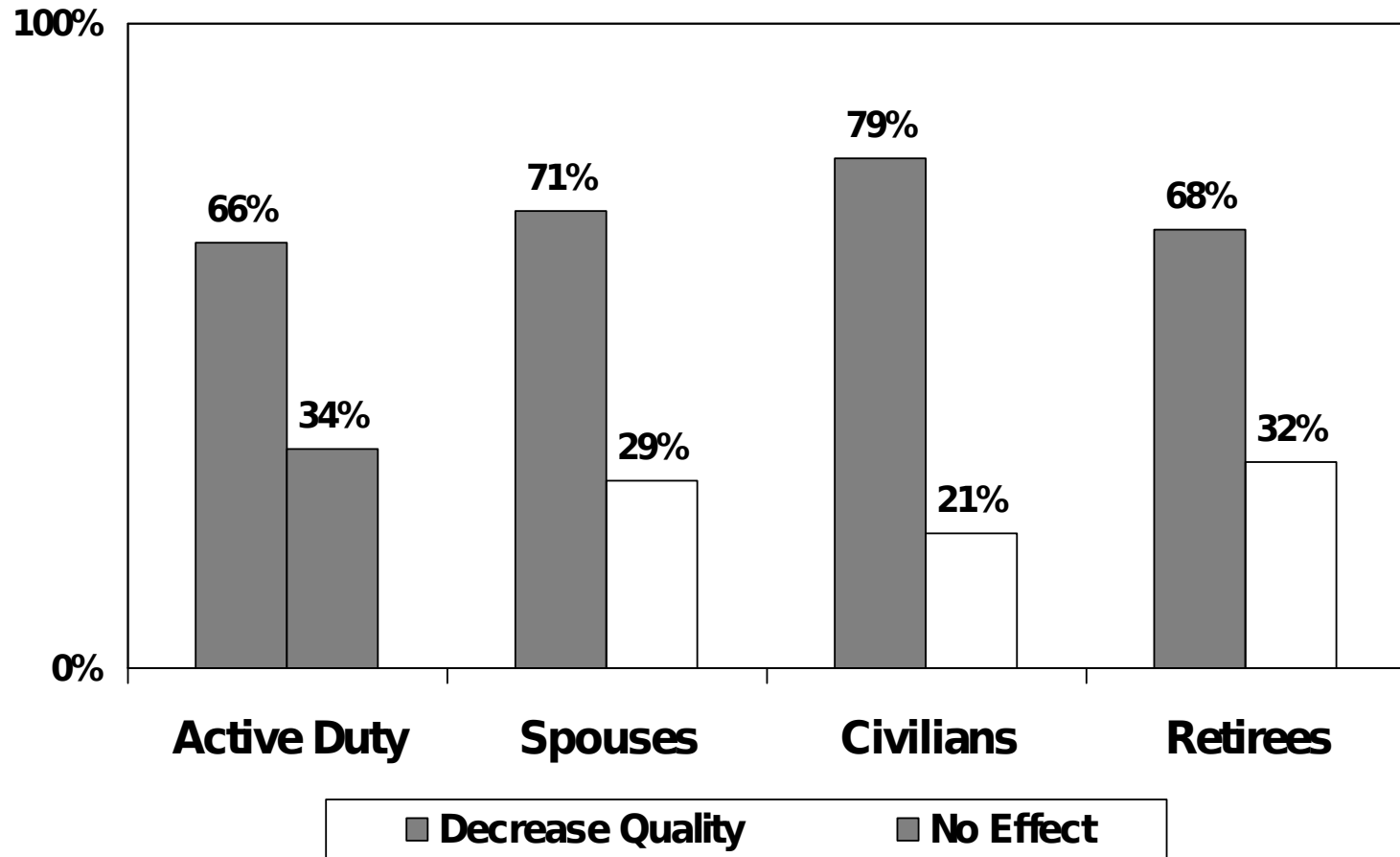


Quality of Off-Post Services



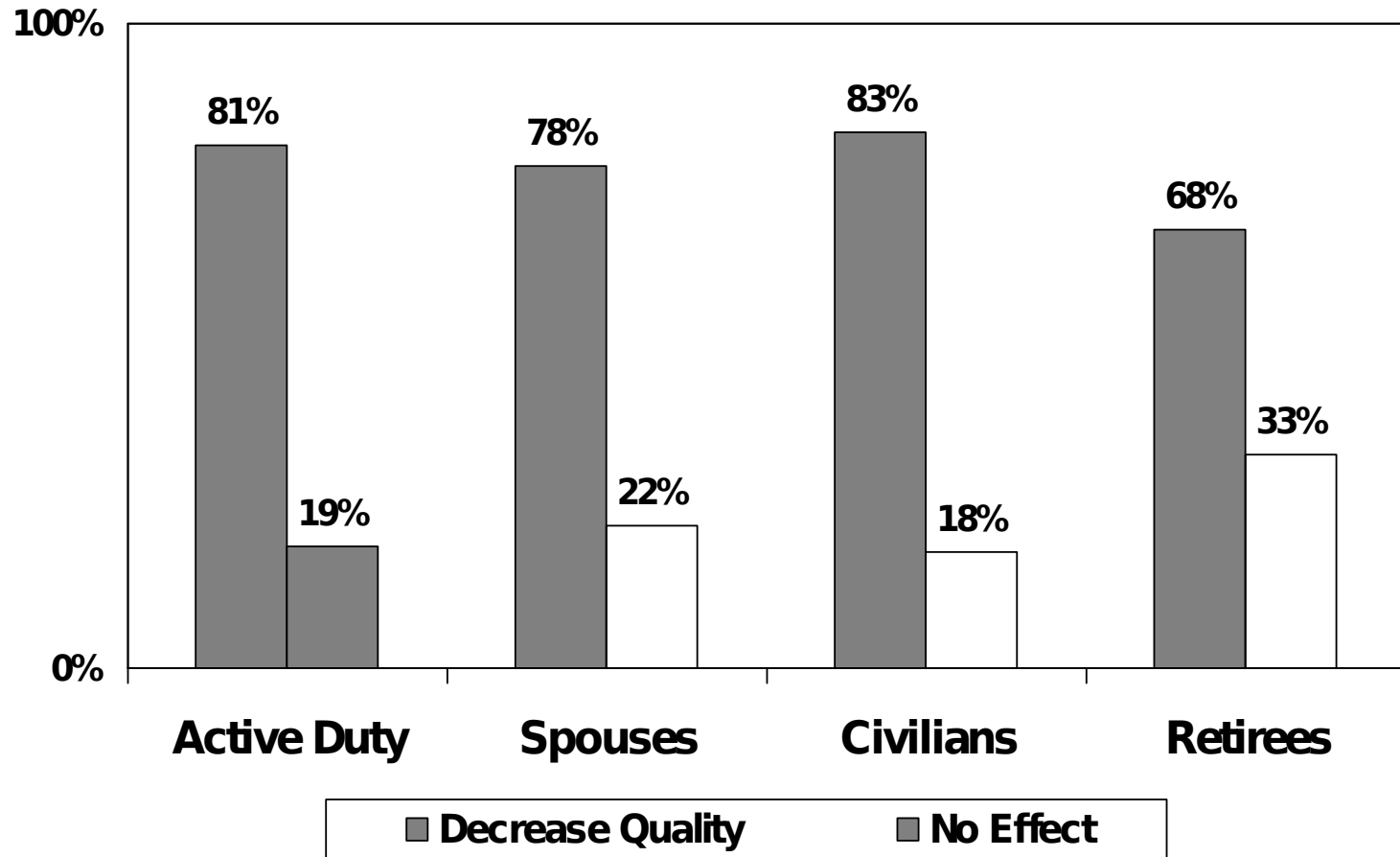
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	80%
Army Lodging	75%
Library	61%
Child Development Center	50%
Swimming Pool	47%
School Age Services	44%
Youth Center	42%

RV Park	68%
Car Wash	60%
Arts & Crafts Center	52%
Golf Course Pro Shop	51%
Cabins & Campgrounds	50%
Marina	47%
Bowling Pro Shop	44%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Buchanan

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	15%	12%	16%	14%	15%
E-mail	36%	17%	63%	20%	37%
Friends and neighbors	32%	41%	20%	34%	30%
Family Readiness Groups (FRGs)	7%	15%	3%	8%	7%
Bulletin boards on post	43%	37%	49%	47%	45%
Post newspaper	34%	32%	38%	44%	38%
MWR publications	38%	44%	59%	32%	43%
Radio	4%	2%	2%	8%	5%
Television	5%	10%	5%	10%	7%
My child(ren) let(s) me know	5%	20%	4%	4%	5%
Other unit members or co-workers	27%	24%	27%	15%	23%
Unit or post commander or supervisor	20%	10%	13%	6%	13%
Marquees/billboards	15%	12%	29%	10%	18%
Flyers	36%	41%	55%	37%	42%
Other	9%	12%	4%	11%	8%
I never hear anything	12%	17%	1%	17%	11%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	78%	100%
Better Opportunities for Single Soldiers	61%	N/A
Army Community Service	66%	74%
MWR Programs and Services	81%	90%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	49%	84%	16%
Outreach programs	35%	61%	39%
Family Readiness Groups	59%	78%	22%
Relocation Readiness Program	62%	83%	17%
Family Advocacy Program	58%	74%	26%
Crisis intervention	43%	58%	42%
Money management classes, budgeting assistance	51%	72%	28%
Financial counseling, including tax assistance	58%	68%	32%
Consumer information	36%	71%	29%
Employment Readiness Program	45%	63%	37%
Foster child care	29%	60%	40%
Exceptional Family Member Program	54%	69%	31%
Army Family Team Building	45%	71%	29%
Army Family Action Plan	39%	71%	29%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	55%	79%	21%
Outreach programs	34%	75%	25%
Family Readiness Groups	55%	50%	50%
Relocation Readiness Program	59%	71%	29%
Family Advocacy Program	61%	71%	29%
Crisis intervention	32%	60%	40%
Money management classes, budgeting assistance	61%	73%	27%
Financial counseling, including tax assistance	57%	70%	30%
Consumer information	32%	67%	33%
Employment Readiness Program	45%	67%	33%
Foster child care	27%	50%	50%
Exceptional Family Member Program	50%	67%	33%
Army Family Team Building	48%	57%	43%
Army Family Action Plan	41%	78%	22%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	68%	71%
Personal job performance/readiness	66%	53%
Unit cohesion and teamwork	67%	61%
Unit readiness	70%	63%
Relationship with my spouse	63%	70%
Relationship with my children	66%	79%
My family's adjustment to Army life	62%	69%
Family preparedness for deployments	64%	61%
Ability to manage my finances	67%	65%
Feeling that I am part of the military community	67%	65%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	80%	94%
Helps minimize lost duty/work time due to lack of child care/youth services	83%	94%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	79%	88%
Allows me to work outside my home	72%	93%
Allows me to work at home	77%	75%
Offers me an employment opportunity within the CYS program	67%	78%
Allows me/my spouse to better concentrate on my/our job(s)	80%	64%
Provides positive growth and development opportunities for my children	80%	94%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	59%
Personal job performance/readiness	63%
Unit cohesion and teamwork	63%
Unit readiness	61%
Ability to manage my finances	64%
Feeling that I am part of the military community	66%
Relationship with my children (single parents)	74%
My family's adjustment to Army life (single parents)	62%
Family preparedness for deployments (single parents)	61%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	58%
Going to movie theaters	48%
Special family events	47%
Entertaining guests at home	44%
Dancing	44%
Happy hour/social hour	40%
Internet access (library)	39%
Going to beaches/lakes	38%
Night clubs/lounges	38%
Walking	38%

Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	75%
Going to movie theaters	61%
Walking	60%
Entertaining guests at home	52%
Special family events	50%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	51%
Special family events	50%
Going to movie theaters	44%
Entertaining guests at home	43%
Multi-media (videos, DVDs, CD)	42%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	67%
Going to movie theaters	54%
Internet access (library)	52%
Night clubs/lounges	50%
Happy hour/social hour	49%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	49%
Dancing	43%
Special family events	41%
Walking	41%
Going to movie theaters	38%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	18%
Softball	15%
Volleyball	10%
Self-directed sports tournaments	8%
Touch/flag football	6%

Outdoor Recreation

Going to beaches/lakes	38%
Bicycle riding/mountain biking	18%
Picnicking	16%
Fishing	12%
Camping/hiking/backpacking	10%

Social

Special family events	47%
Entertaining guests at home	44%
Dancing	44%
Happy hour/social hour	40%
Night clubs/lounges	38%

Sports and Fitness

Walking	38%
Cardiovascular equipment	30%
Running/jogging	25%
Weight/strength training	24%
Bowling	22%

Entertainment

Watching TV, videotapes, and DVDs	58%
Going to movie theaters	48%
Festivals/events	34%
Live entertainment	32%
Attending sports events	26%

Special Interests

Internet access/applications (home)	37%
Automotive maintenance & repair	32%
Gardening	22%
Automotive detailing/washing	21%
Computer games	18%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	39%	N/A	39%
Multi-media (videos, DVDs, CDs)	36%	N/A	36%
Reading	33%	N/A	33%
Study/self development	30%	N/A	30%
Reference/research services	28%	N/A	28%
Cardiovascular equipment	22%	8%	30%
Walking	18%	20%	38%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

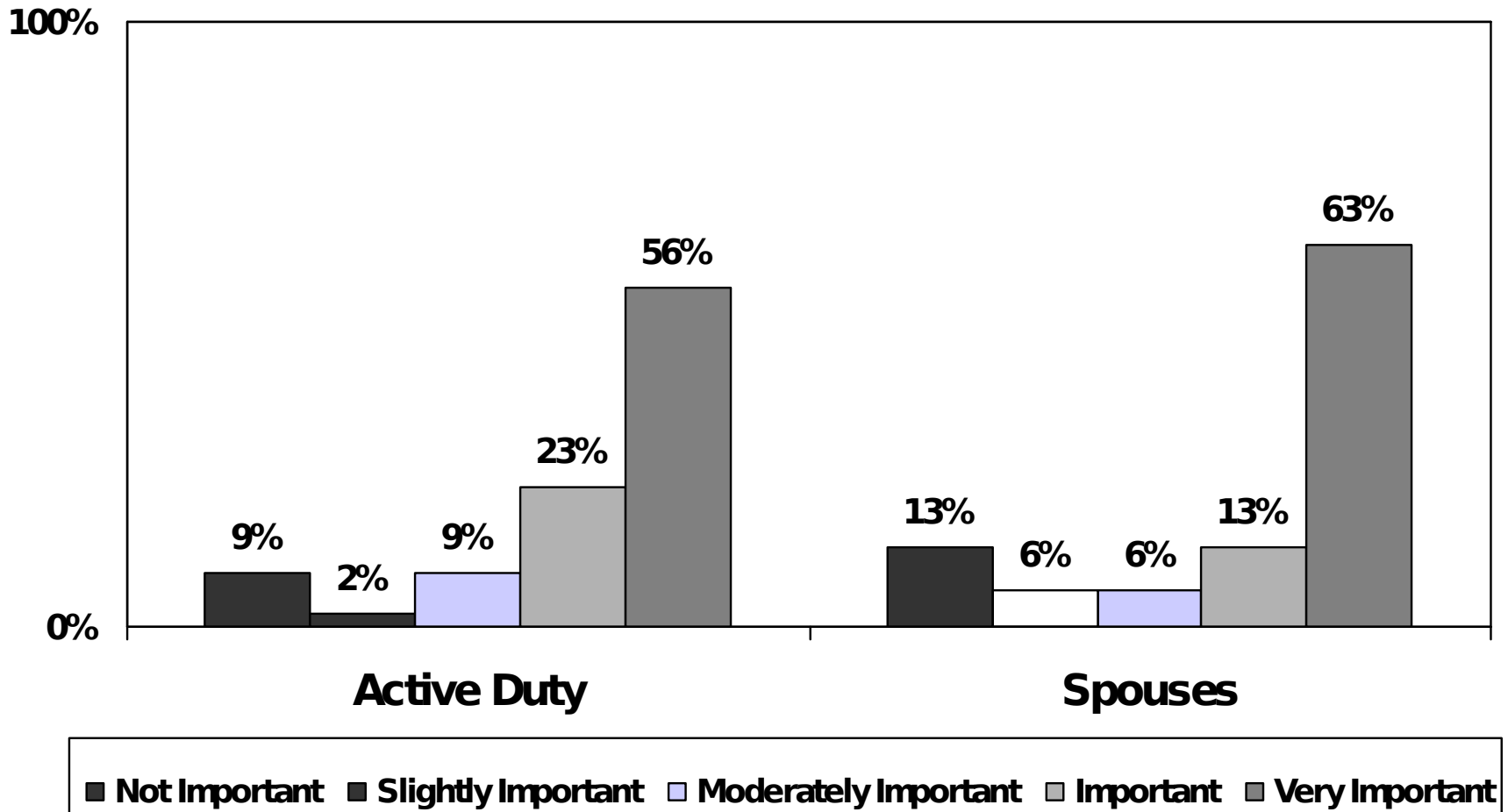
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	7%	2%	28%	37%
Automotive maintenance & repair	17%	8%	8%	32%
Gardening	1%	1%	20%	22%
Automotive detailing/washing	3%	5%	14%	21%
Computer games	2%	3%	13%	18%
Digital photography	1%	5%	10%	15%
Trips/touring	1%	14%	0%	15%

*Top 7 special interest activity preferences ranked by overall participation.

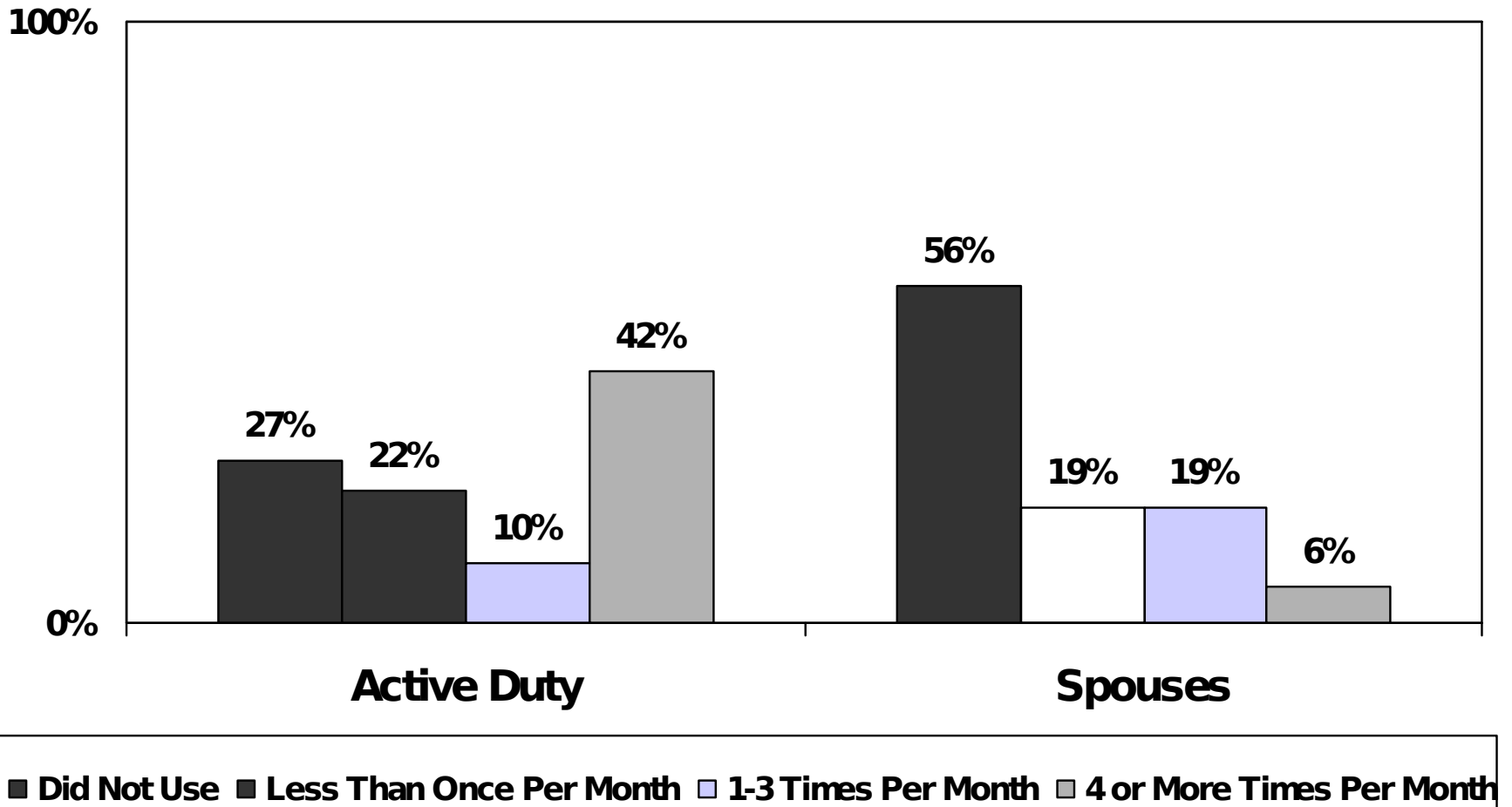
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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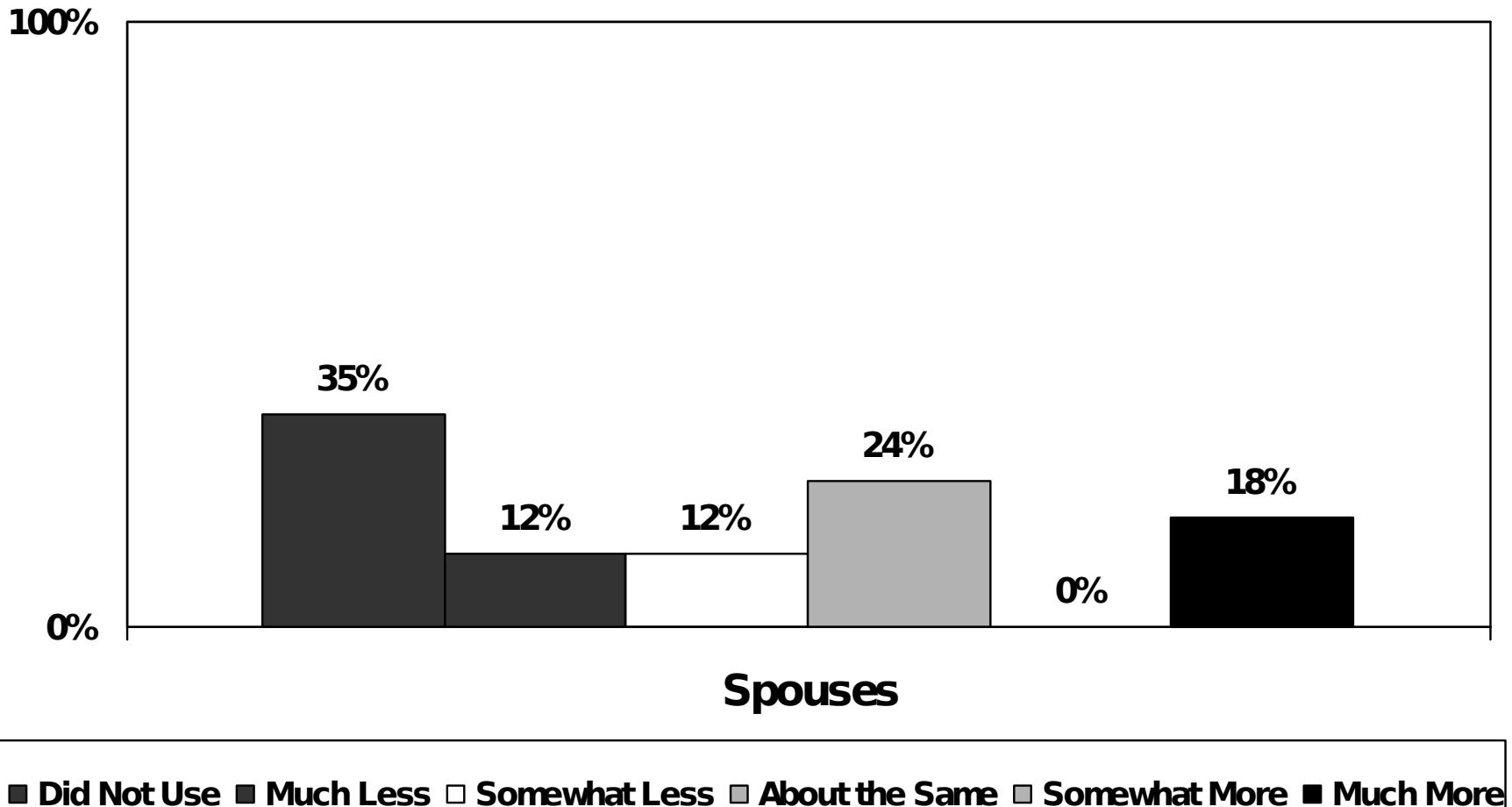
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	15%
Probably will not make military a career	7%
Undecided	17%
Probably will make military a career	16%
Definitely will make military a career	46%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	12%
Not Sure	14%
Yes	74%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)